

Matthew Anderson
Director
TVET UK

Matt has over 15 years' experience in the area of marketing and promoting vocational education programmes and qualifications both in the UK and internationally. After taking on his current role as Director of TVET UK in August 2007, he developed the concept of a flagship brand for British vocational education and turned it into a sustainable business operation within 12 months, generating substantial commercial income in year two.

Matt has planned and led trade missions to a number of markets worldwide including Kazakhstan, Oman, Azerbaijan and Korea, creating new business for the UK vocational education sector. He has spoken at conferences and events and had articles published across the world in support of vocational education and training.

Matt spent 11 years in the City & Guilds group, the UK's leading vocational awarding body, in various marketing and business development roles, including Marketing Consultant to the industry sectors. As a qualified digital marketer he also worked on the launch of groundbreaking e-learning and online assessment products. Following two years as Marketing Manager at the Institute of Leadership & Management, Matt moved to the City & Guilds International team where he worked as Development Manager on a range of bespoke training products for clients in Africa, the Middle East and South East Asia.

In July 2006, Matt became a freelance marketing and business development consultant specialising in vocational education, working with a number of FE colleges on projects and interim management roles before taking up the challenge of TVET UK.